

**- IN THE UNITED STATES PATENT AND TRADEMARK OFFICE -**

Appl. No.	: 10/749,653	Confirmation No.	9390
Applicant	: Kenneth A. Moss, et al.		
Filed	: 12/31/2003		
Title	: PAID INCLUSION LISTING ENHANCEMENT		
Group Art Unit	: 3688		
Examiner	: Matthew L. Hamilton		
Docket No.	: 306416.01/MFCP.150262		
Customer No.	: 45809		

**VIA EFS – November 18, 2009**

Mail Stop RCE  
Commissioner for Patents  
P. O. Box 1450  
Alexandria, VA 22313-1450

**SUBMISSION UNDER 37 C.F.R. § 1.114**

The following amendments and remarks are filed in response to the Final Office Action mailed August 18, 2009, the two-month shortened statutory period for response to which expired on October 18, 2009, and the three-month shortened statutory period for response to which expires on November 18, 2009. In response to the Office Action, please amend the above-identified application as follows:

**Amendments to the Claims** are reflected in the listing of claims, which begins on page 2 of this paper.

**Remarks** begin on page 15 of this paper.